

# BEEF 2010:

Raising optimism.  
Global Strategies.



Be a part of this year's most dynamic conference on beef and the beef industry. What can you do to make a positive impact on the image of beef on a global scale? Come and find out.





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**Wednesday August 11, 2010**

Deerfoot Inn & Casino, 1000, 11500 – 35 Street SE, Calgary AB, T2Z 3W4  
[www.deerfootinn.com](http://www.deerfootinn.com)

***Book your hotel room today by calling 403-236-7529  
or toll free 1-888-875-INNS or 4667***

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Join us for a power-packed day of dynamic speakers and discussions that are guaranteed to be of interest to everyone in the Canadian beef industry. Get the latest on the international economy, food safety and how our Canadian Beef competes globally. We have a great story to tell about our product and our industry. Come and experience how you can make an impact on the beef industry globally.

Meet our leaders of tomorrow! Our ILC Student award winners from Canada and around the world who scored high to attend this congress and student program will be in attendance and ready to meet you!

Note our new location and time this year. We have moved the congress to the Deerfoot Inn to make it easier for you to attend – free parking and easy to get to! And it will take place at the same time as the CCA Semi-Annual Meeting so you can take in 2 events at the same time! So call ahead to book your hotel room and mention ILC to get the conference rate.

Producers can Register at a low rate of \$175.00 plus GST.  
Full registration before June 25, 2010 is \$350.00 plus GST.

***Register early as space is limited.***

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Mark your calendar for August 11, 2010 and visit us at the our website at **[www.ilccalgary.com](http://www.ilccalgary.com)** to learn more and register, for further information contact us at **[ilcreg@imcievents.ca](mailto:ilcreg@imcievents.ca)** or phone **403-686-8407**.

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